## ABSTRACT OF THE DISCLOSURE

A method and apparatus for reducing vehicle tires includes a feed mechanism for transferring flattened tire treads into a shearing assembly which includes a rotating shear assembly. The shear assembly is comprised of a rotating arbor supporting a stack of a plurality of cutting plates having cutting inserts extending therefrom in a variable helical pattern. The inserts rotate past an anvil edge, and the sharp edges of the inserts shear the infeeding edge of the tire tread. The inserts are replaceable, and the spacing of the cutting head and anvil edge is variable to optimize the shearing action.

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